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The San Diego REALTOR®



THE TRUSTED VOICE OF SAN DIEGO REAL ESTATE

What's Happening at SDAR • September 2012

Experts at Summit: Housing Market is Healing

The featured speakers at SDAR's Regional Real Estate Summit earlier this month were optimistic that the industry has turned a corner, but expressed concern about the decline of inventory and other factors that could stall the momentum. This optimism is something that has been missing in past years and it is anticipated to provide fuel for the continued growth in the market.

"2012 appears to be a breakout year for the housing market, not just on a state but a national level," said Leslie Appleton-Young, vice president and chief economist for the California Association of REALTORS®. She told the crowd of about 500 that there's been an increase in both sales and prices across California, although the market certainly hasn't returned to pre-recession levels.

Appleton-Young said that beginning earlier this year, traditional (equity) sales began to outpace distressed property sales, and now make up the bulk of all sales across the state. Bank-owned properties have been on the decline, and short sales are being flushed through the market. Median prices in California as a whole bottomed out in February 2009, she said, but added that

the distressed market is "not a done deal" and that there will not be a "runaway" increase in sales prices.

Gary London, president of The London Group, which provides local real estate advisory services and economic studies, said that all indications are that San Diego County will continue to grow in population, not so much from migration, but due to "people being born here today." According to London, the problem is that the county has literally run out of developable land and most home builders are out of business. Coupling that with demographic changes, he expects that the San Diego region will see more of a focus on "building up," as in more condominium, apartment, and mixed-use projects. "This is the future," London said.

Also on a local level, Dan McAllister, San Diego County treasurer and tax collector, reported that assessed valuations are certainly moving up, and that while tax revenues are down from a peak of five years ago, they are also on the rise. He added that for the first time in ten years, the county is seeing over a 98 percent collection rate on property taxes – "That's a good sign," McAllister said.

Lawrence Yun, chief economist for the National Association of REALTORS®, speaking from a national perspective, said that the housing market recovery is clearly here and should persist in the near future. He noted that interest rates have nowhere to go but up, which might encourage more buyers to invest sooner rather than later, but the

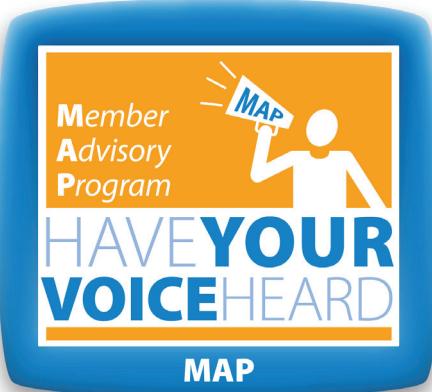
mobility rate (the percentage of people who change residences in a year) has decreased from 18% to 12%.

Yun also touched on the declining numbers in AOR membership throughout the nation. He sees throughout the nation that the REALTORS® who aren't serious have moved out of the profession. The remaining members are more professional and committed to their clients, providing an overall increase in quality.

The speakers generally agreed that with more potential buyers competing for a smaller inventory of homes, that threatens an already weak recovery. Appleton-Young of C.A.R. reminded the real estate professionals in attendance that even if they can't affect the overall market, it's good to remember the adage that all real estate is local, and that "the most valuable service you can provide your clients is your full attention."

The combination of optimism and low interest rates contribute to the sustained and steady growth in the real estate market. Economic conditions are poised to sustain the growth that we have seen in the past year, and next year promises to continue the growth in the market.

(More images from the Real Estate Summit and Member Appreciation Day are posted on SDAR's Facebook page: www.facebook.com/RealtorsSD, and will be published in next month's San Diego REALTOR® publication.)



Have a Voice in the Future of SDAR

When you enroll in SDAR's new Member Advisory Program (MAP), you will have a voice in the future of your association.

Recently, SDAR initiated this program to provide members a direct line of communication that will help us to fine-tune the association's current offerings and provide a roadmap for future products and services. In short, MAP participants will serve as our industry's "eyes and ears."

When you enroll as a MAP participant, from time to time you will be invited to participate in surveys and other beta programs that address a variety of topics that range from how SDAR is performing, to how to balance REALTOR® responsibilities, to sentiments about buyers, sellers and the market. Survey highlights will be posted on www.SDAR.com.

SDAR understands that your time is valuable, so we strive to make the surveys easy to complete and each should take you less than five minutes.

You will receive varying incentives for participating in our surveys and beta programs, and most surveys will include a time-limited offer. You may complete the surveys at any time, as long as the links are still active, but you will be asked to respond promptly to be eligible for the incentives.

We want your voice to be heard. To enroll in MAP, visit www.sdar.com/MAP. You'll be asked a one-time set of brief questions about yourself, and soon you will be participating in our surveys.

Your Association's 2013 Leadership Elected

The results of SDAR's recent Election of 2013 Leadership have been announced, and the following members were elected by their peers to lead the association in the coming year. The total number of ballots cast was 1,258. In addition, all Bylaw Amendments were approved by voters.

2013 President-Elect

Leslie Kilpatrick

2013 Vice President

Chris Anderson

2013-14 Treasurer

Glenn Bennett

2013 Newly Elected Directors

Edith Broyles

Vicki Mahanna Campbell

Randy Jones

Ashley Lunn

Mark Marquez

Denise Matthis

Angela Ordway

Paulina Rassavong

Michelle Serafini

Ken Tablang

2013 Returning Board of Directors

Linda Lee, President

Donna Sanfilippo, Immediate Past President

Bob Kevane, Immediate Past President

Kevin Burke

Karla Cohn

Gerri-Lynn Fives

Steve Fraioli

Roger Holtsclaw

Rob McNelis

Mary Mitchell

Cory Shepard

Michael Spilger

Jim Taylor

Fiona Theseira



PRESIDENT'S PERSPECTIVE

I thank everyone who attended the SDAR's Member Appreciation and Annual Meeting on Friday, September 7. I am excited to welcome the newly elected board of directors and officers. We are looking forward to an exciting and productive 2013.

I continue to be optimistic as we see an increase in median prices of resale homes, while the number of days on the market continues to decrease.

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The screenshot shows the BASFILE.com software interface. At the top, there's a navigation bar with links for Home, About, Subscriptions, Log In, Contact, and Welcome James! Logout. The date December 20th 2010 8:08pm is shown. On the left, there's a sidebar with sections for Property Info, Lenders Info, Escrow Info, Escrow Info, Title Info, Real Estate Agreement, Inspection Report, and Natural Hazard Disclosures. The main content area displays a property listing for a house at 5924 Tamrac Drive, San Diego, CA 92127, with an asking price of \$720,000 and a sold price of \$710,000. Below this is a "Client Progress Log" table with four rows of data. At the bottom, there's a "GO GREEN" button and social media links for Like, Facebook, Twitter, YouTube, and others. A "WATCH VIDEO DEMO ON WWW.BASFILE.COM" link is also present.

The San Diego REALTOR®

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Donna Sanfilippo, GRI - President
Linda Lee, CPA, PFS, e-PRO, GRI, RMS - President-Elect
Leslie Kilpatrick - Vice President
Glenn Bennett - Treasurer
Robert Kevane - Immediate Past President
Mark M. Marquez - Immediate Past President
Michael T. Mercurio, Esq. - Chief Executive Officer

2012 Directors

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David Cabot
Karla Cohn, CRS, TRC, CIPS
Barbara DuDeck, GRI, CRS, RMS, QSC, SFR
Gerri-Lynn Fives, ABR, CIPS, CRS, GRI, RSPS, TRC
Steven Fraioli, ABR, GRI, SRES, CNE
Roger Holtsclaw, GRI
Vicki Mahanna Campbell, e-PRO, SFR
Rob McNelis, SRES
Mary Mitchell, CRS, SRES, e-PRO, CIPS
Angela Ordway, ABR, e-PRO
Vernice Ross, GRI, RMS
Cory Shepard
Ed Smith, Jr., ABR, SRES, CPM, SFR
Richard Snyder, CPM
Michael Spilger, Esq.
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Brian Westre, CRS, SRES, e-PRO

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Kate Speir - Vice President of Risk Management

Service Center

Janet Chenier - Retail Director

focus, and giving insight into trends for the near future. For a summary of the information presented visit www.sdar.com/Summit.

In August sold listings made a jump while median prices are staying strong, well above a year ago. I remain encouraged as the number of sold listings rebounded in August from a slight drop-off in July. We continue to see a steady, although slow increase in sales of single-family resale homes

(detached properties) with an increase of 9 percent, and condos/townhomes (attached properties) with a rise of over 15 percent.

Compared to August a year ago, sales were also significantly higher for all resale homes.

Median prices for resale homes in August were unchanged for single-family (detached) homes, while condos and townhomes (attached) saw a slight increase compared to July (2.1 percent).

The more significant change in the market is the comparison of median prices: Single-family home prices increased 6.3 percent and attached properties increased 15.4 percent. Year to date, median prices for all properties are up 3 percent compared to 2011.

I'll be checking in with you next month to keep you informed about the latest news from your association.

Sincerely,

Donna Sanfilippo

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BOARD OF DIRECTORS HIGHLIGHTS OF AUGUST 2012 MINUTES

President's Report: Donna Sanfilippo reported that she attended numerous committee and task force meetings, as well as the Mid-Year Leadership Conference and the Inman Conference in San Francisco. The board approved the President's appointments to serve on a Subsidiary Task Force to research forming a subsidiary entity to provide SDAR with additional revenues. Government Affairs Director Jordan Marks spoke about the success of SDAR's REALTOR® Political Affairs Committee in aiding candidates in their election to San Diego City Council.

President-Elect's Report: Linda Lee reported that Region 24 C.A.R. Directors have received the following leadership appointments for 2013: Mark Marquez, Executive Committee; Barbara DuDeck, Chair, Expo Advisory; Dianne Rath, Chair, Education & Scholarship Foundation; Chris Anderson, Issues Chair of Resources; Angela Ordway, Vice Chair, Communications Advisory; Kevin Burke, Vice-Chair, Sergeant-at-Arms.

Vice President's Report: Leslie Kilpatrick reported that the Housing Opportunities First-Time Home Buyer's seminar held in East County was well attended and produced excellent relevant content.

Treasurer's Report: Chief Financial Officer David Kvendru reported that through the efforts of Past President Bob Kevane, a reassessment of SDAR's

property has results in a savings of \$10,000 year and a refund on past years.

Chief Executive Officer's Report: Mike Mercurio reported SDAR's Google Dashboard and website at proceeding as planned, and that a consultant has been brought in to help with the transition to Google. He also noted that SDAR's fall marketing program will have new programs and vendors to help increase membership.

Committee Business: Upon recommendation of the Bylaws Committee, the Board of Directors unanimously approved a revision to the C.A.R./NAR Leadership Commit format, that in order to be C.A.R./NAR Director funded by SDAR, one needs to be a full primary member through the full term of directorship, and not a secondary member, effective January 1, 2013.

Upon recommendation of the Bylaws Committee, the Board of Directors unanimously approved revisions to the Bylaws, that to be a director or officer of SDAR, the member must be a primary member of SDAR (requires membership approval).

Upon recommendation of the Bylaws Committee, the Board of Directors unanimously approved a revision to the Bylaws, that to be a chair or vice-chair of any of the SDAR committees, the member must be a primary member of SDAR.

FROM THE DESK OF THE CEO

We are encouraged to continue to see positive numbers in the San Diego housing market, and as our industry turns the corner, SDAR is committed to providing its members with the resources and tools, education, and networking opportunities real estate professionals need to succeed in business.

We are looking forward to the Commercial Real Estate Alliance of San Diego Oktoberfest on October 10. This event promises to be fun and engaging for everyone. Join us for networking and to learn more about the Commercial Real Estate Alliance of San Diego. Visit sdar.com/oktoberfest to learn more and register.

On September 7 we hosted the 4th Annual Regional Real Estate Summit. The Summit featured expert speakers sharing information that will guide you through the economic conditions in San Diego, California and the United States. These experts decoded the market trends and made forecasts that will pilot your business.

Visit www.sdar.com/Summit for a recap of the valuable information presented. We were honored to have these distinguished speakers:

- Dan McAllister, San Diego County Treasurer and Tax Collector
- Gary London, President of The London Group
- Leslie Appleton-Young, VP and Chief Economist for C.A.R.



MICHAEL T. MERCURIO

• Lawrence Yun, Chief Economist and Sr. VP of Research for NAR

Please join us in helping our community by hosting a drop off location, becoming a sponsor, volunteering your time, or making a donation to support 2012 Holiday House. We will be filling a house with a variety of goods that will be donated to charities benefiting San Diego's community. Visit www.sdar.com/HolidayHouse to sign-up or learn more. Mark your calendars for the Holiday House celebration on December 6.

As always, SDAR thanks you for your membership and appreciates the opportunity to be your partner in success.

Sincerely,

Michael Mercurio

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The following people have applied for membership in the San Diego Association of REALTORS®. Any objections to the admittance should be addressed in writing to the San Diego Association of REALTORS®, P.O. BOX 85586, San Diego, CA, 92186-5586.

DESIGNATED REALTORS®

Monica Averitte - Real Property Management
Shelby Brown - Shoreview Real Estate
Greg Cavanagh - Western Commercial Real Estate
Tori Crummack - Tori Crummack, Broker
Gina Dronet - RealtyNiche
Alan Kerch Orchard Realty
Mary Lemke - Mary E. Lemke
Everarrdo Macias - Source One Enterprises, Inc.
Nota McInnes - Nota McInnes
Robert Morrell - Robert Morell, Broker

REALTORS®

Scott Bailey - Huntley Estates
Michael Baker - Allison James Estates & Homes
Kevin Bass - Harcourts Prestige Properties
Julie Beach - Allison James Estates & Homes
Gary Beneventi - Coldwell Banker Residential
Preston Biggs - Oceanfront Realty
Eric Bohler - Coldwell Banker Res. Brokerage
Lauren Brady - Axia Real Estate Group, Inc.
Cathy Brown - SoCal Auction Properties, Inc.
Kathryn Brown - Shoreview Real Estate
Susana Cardenas - Ana N. Gonzalez, Broker
Michael Carley - San Felipe Realty & Mortgage, Inc.
Maria Cencelli - Fit Properties
Delia Chaidez - Keller Williams Realty
Alan Crummack - Tori Crummack, Broker
Brian Dang - Cali-Land, Inc.
Paul Davies - San Diego Real Estate & Investments
Germania Davis - Keller Williams SD North Inland
Richard Edwards - Aquila Real Estate, Inc.

Kim Elamparo - Keller Williams SD North Inland
Jonathan Engle - Pacific Sotheby's Int'l Realty
Ryan Farhood - Pacific Sotheby's Int'l Realty
Melody Fee - Coldwell Banker Res. Brokerage
Michael Ferguson - Coldwell Banker Res. Brokerage
Randy Foja - Lynde Realty
Anne Marie Friszell - Jeremiah Juncal, Broker
Estella Gardinier - Masterpiece Realty Associates
Hafiz Ghani - Prudential California Realty
Veronica Gilbert - Pinpoint REALTORS®
Deborah Gilmour - Homesmart Realty West
Steve Gonzalez - Realty Connex
Jessica Guerrero - Bill Luther Realty
Meaghan Harbinson - Century 21 Award
Christopher Harrison - Prudential California Realty
Carley Hathaway - Coshow Real Estate Group
Nicholas Haynes - Coldwell Banker Residential
Dean Hecker - Huntley Estates
Donelle Held - Randall Coe O'Connell
Leroy Henderson - Ascent Real Estate, Inc.
Dawn Herring - Charles P. Herring
Tanya Hertz - Omni California
Paul Hitchcock - Tidal Realty
Delila Hurtado - Jeremiah Juncal, Broker
Angelika Joenathan - Realty Experts/J&P Financial
Marcus Johnson - Century 21 Award
Ellen Kiss - Kiss Properties, Inc.
Kristin Kissinger - Harman, Inc., REALTORS®
Brian Knox - Knox & Associates
Ajay Kumar - Tontz Realty & Management
Krystal Lane - SD Homes
Yan Li - Century 21 Award
Tiffany Liu - Keller Williams SD North Inland
Marion Lloyd - Keller Williams SD Central Coastal
Larry Majors - Americorp Financial & Realty
Jennifer McGuire - Rancho Buena Vista
Simone McNally - Pacific Real Estate & Development
Shannon Meler - Ascent Real Estate, Inc.

Sasha Merritt - Greater Good Realty
Mark Miller - Miller Service Realty
Perlita Nebres - All California Brokerage, Inc.
Doris Nedilskyj - Premier Realty Associates
Xuanly Nguyen - Cali Home Realty & Mortgage
Chloe Nimmo - Century 21 Award
Vance Noel - Pacific Shores Real Estate, Inc.
Ryley Noonan - Prudential California Realty
Patrick O'Donnell - Coldwell Banker Residential
Eva Ohly - New Century Realty & Lending
Dylan Pfister - Prudential Dunn, REALTORS®
Hieu Tan Pham - Cali-Land, Inc.
Julianne Pulido - Pacifica Properties
Karen Randolph - Riddle Realty
Matthew Rauber - Del Sol Coastal Properties
Jerry Salyers - Realty One Group
Estela Sandoval - Pacific Sotheby's Int'l Realty
Gregory Schwaderer - Pacific Real Estate & Development
Amanda Smith - Zabrocki Real Estate Group
Deena Stoeff - Bill Luther Realty
Jason Tatman - Resolution Funding, Inc.
Jennifer Terry - The Guiltinan Group
Danielle Thompson - Coldwell Banker Res. Brokerage
Vu Tran - Procon Realty
Michael Urlacher - Prudential California Realty
Tiep Vo - City Home Realty & Mortgage
Jami Waldon - Julian Realty
Mitchell Zeichner - Ktesius, Inc.

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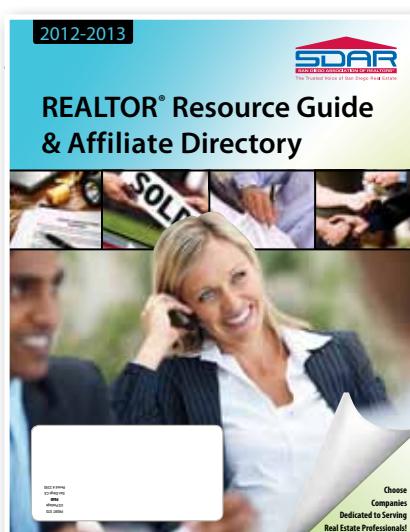
Sherrie Godby - North Coast Homes
Scott Greaney - Pinpoint REALTORS®
Joe Worth - Fathom Realty



REALTORS®

Wendy Vandersteen - Gentry Real Estate

NEW EDITION OF RESOURCE GUIDE AVAILABLE TO MEMBERS



The San Diego Association of REALTORS® provides its members with the tools, information, and resources for their business objectives. SDAR's members are in a unique position to use and recommend a variety of products and services to buyers and sellers. The new edition of the REALTOR® Resource Guide and Affiliate Directory will assist you in providing this invaluable service.

The REALTOR® Resource Guide is a comprehensive listing of businesses in the region that offer products and services useful to REALTORS®, property owners, and potential buyers and sellers. SDAR brokers and office managers already have had guide mailed directly to them, but additional copies for all members are available when you fill out an online order form at www.sdar.com/RRG, where you can also download an online version.

If you are an affiliate looking to expand your advertising, this is an exciting opportunity for your company to have access to more than San Diego real estate professionals who account for more than 60% of all the real estate listings in San Diego County, as well as more than 30,000 potential buyers and sellers. For more information about advertising in the next edition of the REALTOR® Resource Guide, please email sales@sdar.com or call (858) 715-8000.

COMMERCIAL ALLIANCE OKTOBERFEST RETURNS ON OCT. 10

Oktoberfest returns on Wednesday, October 10 – an annual event sponsored by the Commercial Real Estate Association of San Diego (CRASD). Mix it up with other professionals at this fun networking event taking place from 4:30 to 7:30 p.m. at the Sunroad Corporate Center, 4445 Eastgate Mall, San Diego, CA 92121.

The evening fare includes brats, hot dogs, beer, wine, beverages and music. CRASD member may attend for free (\$20 for non-members.) Become a member of CRASD now and attend Oktoberfest free. Call (858) 715-8013 or e-mail commercial@sdar.com for more details.

Register online for Oktoberfest at www.CRASD.com. Sponsorships are also available – Contact sales@sdar.com or call (858) 715-8072.

The Commercial Real Estate



Alliance of San Diego, a division of SDAR, is your local industry advocate and information source in commercial real estate. It provides information and services to its members to aid in their day-to-day business lives. It also provides great networking opportunities through special programs such as Lunch & Learns, Education Classes,

Deal Maker Awards and the Property Marketing Expos.

CHARITY GOLF TOURNAMENT TEES UP TO HELP SAN DIEGO POLICE OFFICERS AFFORD HOME OWNERSHIP

REALTORS® and supporters braved the inland heat to support the Everyday Heroes Golf Tournament on August 10 at the beautiful Carmel Mountain Ranch Country Club. The tournament and auction raised thousands of dollars for SDAR's Ambassadors Foundation.

Golfers included San Diego City Council President Tony Young, City Councilman-elect Mark Kersey, City Council candidate Ray Ellis, and SDAR's Mark Powell candidate for San Diego Unified School District. Mark Cafferty, president and CEO of the San Diego Regional Economic Development Corporation, also golfed along with numerous REALTORS®, police officers and other community members.

Tournament winners were: 1st Place – team of John Lynn, John Fleming, John Lemkau, Jason Traina; 2nd Place – team of Scott Bagget, Mark Marquez, Erik Weichelt, Mike Massey; 3rd Place – team of Craig McEwen, Brad Rubino, Julie Lukoski, Joyce Lang. Contest winners were: Men's Straight Drive – Joe Salvatore; Ladies' Straight Drive – Sabrina Goodwood; Men's Long Drive – John Fleming; Ladies' Long Drive – Caroline Haines; Closest to the Pin – Paul Edstrom.

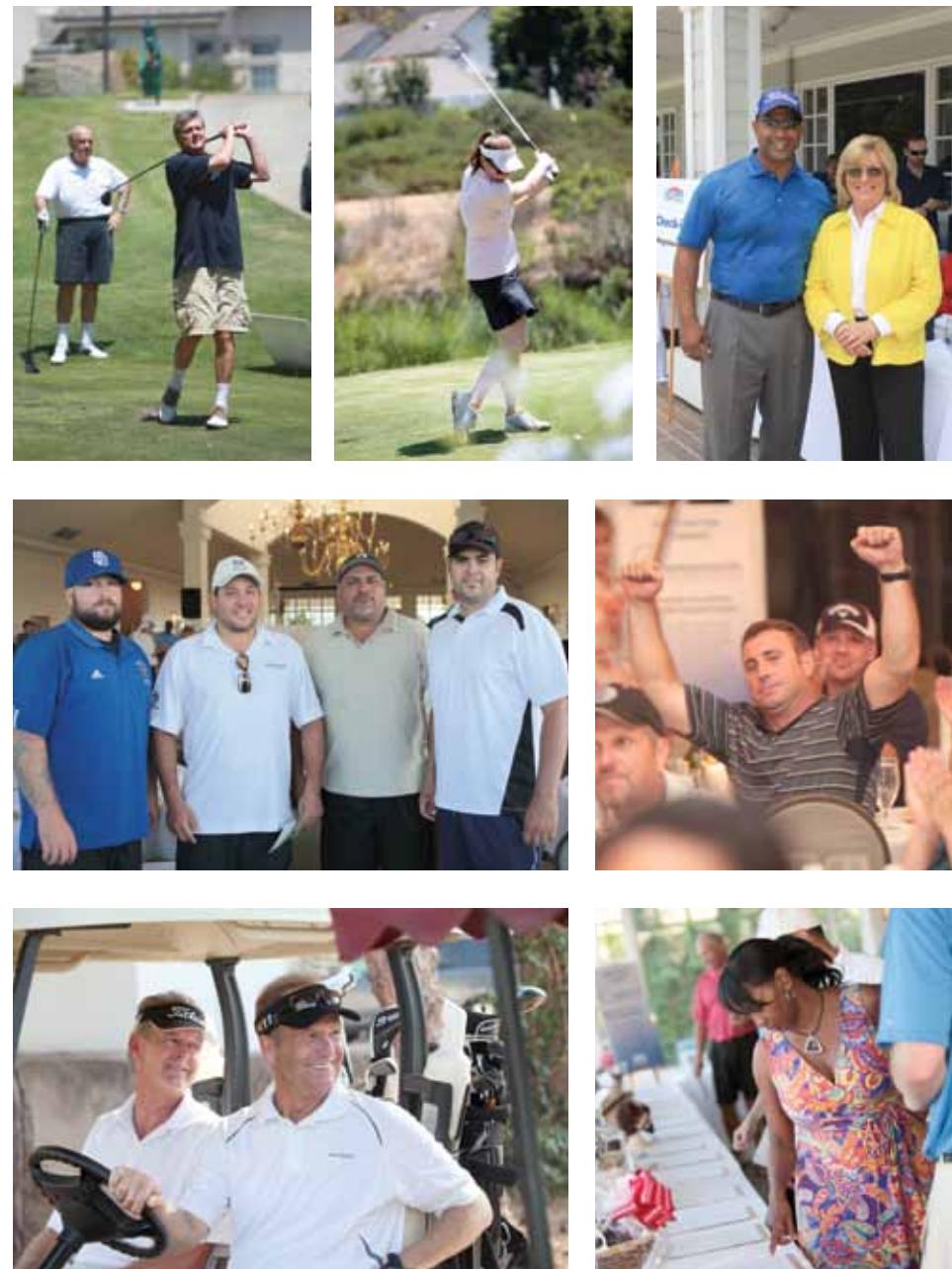
More images from the Golf Tournament can be found on SDAR's Facebook page www.facebook.com/RealtorsSD.

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The Ambassadors Foundation, created by SDAR in 2007, reinvests in local communities by providing home buyer education and assistance through the "Everyday Heroes" program. Through Everyday Heroes, the foundation provides interest rate buy-downs for qualified police officers, helping to ease the financial burden that some of them face when buying a home.

To date, eight San Diego police officers have received financial support from the foundation to assist them with their home purchase. The Ambassadors Foundation is an invested partner serving our local community and giving back to those who protect our neighborhoods on a daily basis. Visit www.ambassadorsfoundation.org to learn more.



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NMLS ID 512330



Hany Girgis
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NMLS ID 871041



J. Horacio Herrera
619-656-5800
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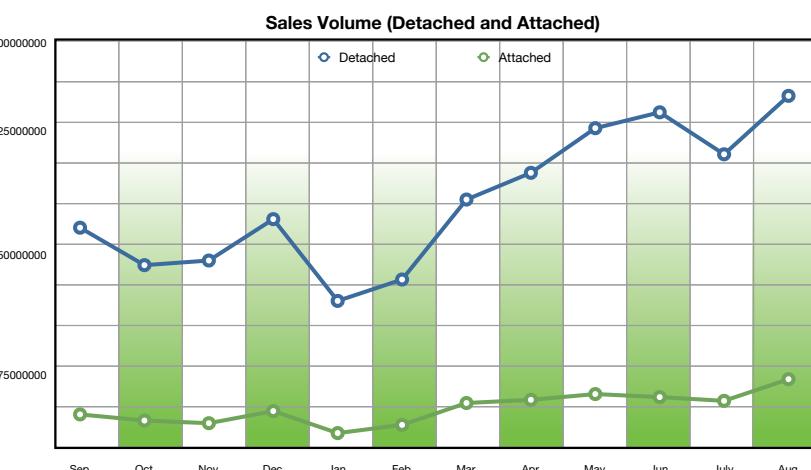
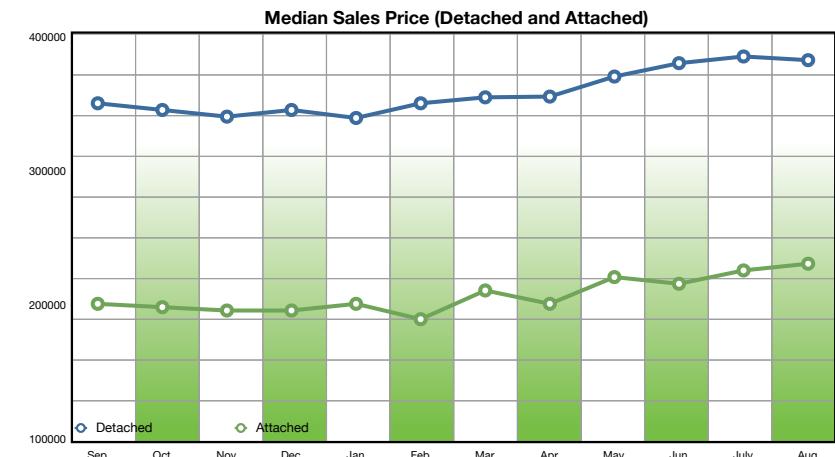
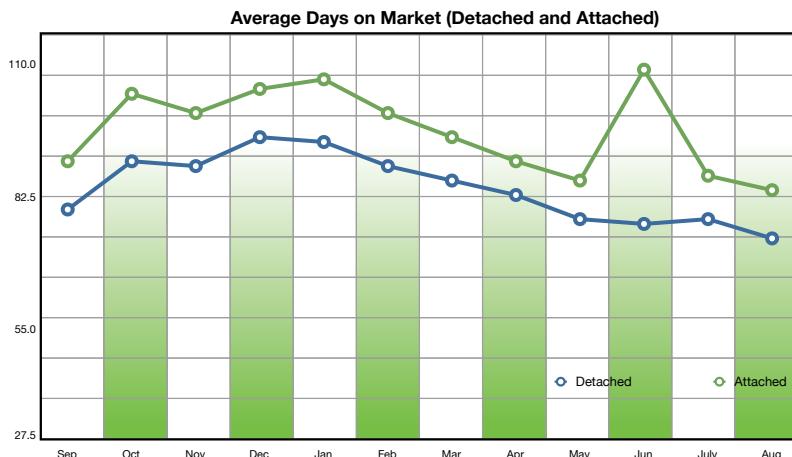
AUGUST STATISTICS DETACHED HOMES

Current Year - 2012								Previous Year - 2011							
		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*			
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	17	123	94	82	\$390,000	\$390,000	13	107	61	92	\$385,000	\$428,000		
91902	Bonita	12	124	87	94	\$402,500	\$426,500	17	112	57	89	\$410,000	\$430,000		
91905	Boulevard	2	9	73	215	\$168,000	\$110,000	3	9	15	88	\$148,000	\$116,000		
91906	Campo	2	52	63	76	\$192,000	\$128,250	7	40	60	78	\$120,000	\$140,875		
91910	Chula Vista	26	291	73	80	\$347,500	\$320,000	29	273	71	82	\$340,000	\$325,000		
91911	Chula Vista	48	314	62	82	\$288,000	\$275,000	37	297	84	95	\$284,000	\$270,000		
91913	Chula Vista	52	350	111	102	\$350,000	\$370,000	37	315	109	100	\$352,000	\$365,000		
91914	Chula Vista	23	176	77	102	\$565,360	\$495,000	18	161	100	90	\$477,000	\$504,000		
91915	Chula Vista	44	319	105	122	\$390,000	\$360,000	29	238	109	99	\$395,000	\$380,000		
91916	Descanso	2	17	30	63	\$261,500	\$227,815	2	18	158	73	\$201,250	\$231,250		
91917	Dulzura	0	2	0	126	\$0	\$196,000	0	1	0	172	\$0	\$339,000		
91931	Guatay	0	1	0	140	\$0	\$120,000	0	2	0	70	\$0	\$177,500		
91932	Imperial Beach	15	81	87	112	\$314,900	\$290,000	8	49	72	69	\$295,000	\$280,000		
91934	Jacumba	0	8	0	62	\$0	\$78,180	0	11	0	78	\$0	\$46,900		
91935	Jamul	8	65	151	115	\$400,000	\$380,000	10	68	158	86	\$347,500	\$409,500		
91941	La Mesa	38	263	75	77	\$441,250	\$411,000	25	188	93	81	\$400,500	\$380,500		
91942	La Mesa	31	194	55	74	\$329,000	\$327,750	20	156	69	72	\$314,225	\$322,197		
91945	Lemon Grove	20	165	62	71	\$266,500	\$250,000	11	118	55	56	\$247,000	\$247,000		
91948	Mount Laguna	1	5	106	211	\$114,000	\$120,000	0	0	0	0	\$0	\$0		
91950	National City	17	161	109	84	\$210,000	\$210,000	12	145	62	89	\$230,250	\$215,000		
91962	Pine Valley	1	11	80	83	\$250,000	\$250,000	1	12	416	132	\$417,000	\$266,000		
91963	Potrero	2	5	54	52	\$185,975	\$193,000	1	3	6	24	\$225,000	\$225,000		
91977	Spring Valley	41	351	89	77	\$260,000	\$260,000	49	368	61	86	\$236,900	\$258,500		
91978	Spring Valley	11	51	64	63	\$342,000	\$320,000	8	48	63	99	\$360,000	\$325,000		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	4	34	93	112	\$610,675	\$559,500	1	27	22	84	\$340,000	\$459,500		
92004	Borrego Springs	3	44	143	112	\$195,000	\$128,750	6	56	127	179	\$182,500	\$165,000		
92007	Cardiff By The Sea	3	42	39	66	\$715,000	\$815,000	7	59	38	63	\$839,000	\$905,000		
92008	Carlsbad	12	138	77	80	\$596,500	\$550,500	17	112	55	92	\$568,000	\$555,000		
92009	Carlsbad	50	365	66	74	\$660,000	\$692,000	47	345	84	75	\$640,000	\$685,000		
92010	Carlsbad	10	78	35	68	\$552,500	\$516,500	15	98	96	78	\$523,000	\$518,500		
92011	Carlsbad	30	197	86	87	\$717,500	\$705,000	10	124	35	65	\$812,500	\$715,000		
92014	Del Mar	15	112	88	114	\$1,760,000	\$1,330,000	13	107	96	103	\$1,250,000	\$1,325,000		
92019	El Cajon	37	229	62	83	\$385,000	\$379,900	35	233	94	89	\$360,000	\$374,000		
92020	El Cajon	32	232	44	66	\$346,000	\$315,000	23	218	88	80	\$388,565	\$310,500		
92021	El Cajon	38	304	81	92	\$306,000	\$289,500	25	220	76	82	\$280,000	\$280,000		
92024	Encinitas	45	298	66	74	\$825,000	\$822,500	34	249	66	69	\$760,000	\$730,000		
92025	Escondido	34	221	82	90	\$349,500	\$330,000	26	178	155	75	\$320,000	\$305,000		
92026	Escondido	57	381	95	91	\$325,000	\$315,000	45	305	81	93	\$293,000	\$332,000		
92027	Escondido	50	412	68	87	\$279,500	\$267,005	51	343	93	81	\$260,000	\$280,000		
92028	Fallbrook	49	395	81	95	\$370,000	\$336,000	29	350	104	95	\$350,000	\$355,000		
92029	Escondido	16	147	56	87	\$347,500	\$510,000	11	99	69	94	\$620,000	\$415,000		
92036	Julian	6	50	153	154	\$309,500	\$222,500	6	36	104	117	\$220,950	\$182,500		
92037	Jolla	30	227	95	100	\$1,258,546	\$1,300,000	21	181	91	93	\$1,850,000	\$1,339,000		
92040	Lakeside	38	205	75	77	\$334,500	\$312,500	29	197	67	83	\$303,000	\$295,000		
92054	Oceanside	36	186	66	90	\$400,500	\$357,100	11	126	60	91	\$396,000	\$391,000		
92056	Oceanside	47	339	74	88	\$365,000	\$335,000	31	286	55	76	\$344,900	\$335,000		
92057	Oceanside	62	416	67	89	\$370,998	\$340,500	42	311	83	84	\$363,250	\$330,000		
92058	Oceanside	6	100	88	94	\$285,250	\$284,000	10	91	105	83	\$309,500	\$319,000		
92059	Pala	0	0	0	0	\$0	\$0	0	3	0	116	\$0	\$365,000		
92060	Palomar Mountain	3	7	188	148	\$190,000	\$190,000	0	1	0	122	\$0	\$482,500		

AUGUST STATISTICS ATTACHED HOMES

Current Year - 2012								Previous Year - 2011							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		Mth	YTD	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
		Mth	YTD	Mth	YTD	Mth	YTD			Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	3	21	50	70	\$142,000	\$110,000	2	20	92	101	\$90,500	\$130,950		
91902	Bonita	0	14	0	61	\$0	\$147,550	5	17	68	95	\$155,000	\$137,000		
91905	Boulevard	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91906	Campo	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91910	Chula Vista	8	96	56	85	\$211,250	\$173,500	15	112	64	94	\$175,000	\$175,000		
91911	Chula Vista	14	97	120	98	\$149,500	\$143,000	17	134	114	114	\$145,500	\$137,125		
91913	Chula Vista	21	185	165	125	\$190,000	\$187,500	17	176	158	126	\$195,000	\$190,200		
91914	Chula Vista	5	44	154	131	\$210,000	\$221,500	4	60	109	92	\$236,500	\$225,350		
91915	Chula Vista	19	118	118	123	\$221,000	\$220,000	11	118	79	131	\$251,000	\$227,000		
91916	Descanso	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91917	Dulzura	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91931	Guatay	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91932	Imperial Beach	5	49	98	96	\$125,000	\$170,000	4	55	74	196	\$122,750	\$160,000		
91934	Jacumba	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91935	Jamul	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91941	La Mesa	2	24	80	81	\$144,350	\$147,500	5	18	68	82	\$165,000	\$147,500		
91942	La Mesa	12	109	101	86	\$192,000	\$165,500	18	99	114	116	\$131,000	\$165,000		
91945	Lemon Grove	1	10	12	81	\$130,000	\$114,050	1	26	29	94	\$92,000	\$105,080		
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91950	National City	11	41	143	134	\$121,000	\$105,150	4	53	10	79	\$135,000	\$123,300		
91962	Pine Valley	0	1	0	13	\$0	\$18,000	0	2	0	77	\$0	\$19,250		
91963	Potrero	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91977	Spring Valley	11	73	156	115	\$115,900	\$115,000	17	76	118	94	\$110,900	\$119,000		
91978	Spring Valley	1	14	81	93	\$141,000	\$143,000	0	8	0	44	\$0	\$145,500		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	5	17	323	157	\$120,300	\$152,500	0	15	0	104	\$0	\$120,000		
92004	Borrego Springs	0	12	0	123	\$0	\$76,875	1	10	9	165	\$36,000	\$97,500		
92007	Cardiff By The Sea	3	38	53	83	\$852,950	\$447,500	2	30	7	72	\$542,500	\$395,000		
92008	Carlsbad	11	72	114	112	\$330,000	\$354,363	5	53	139	89	\$518,000	\$419,900		
92009	Carlsbad	27	188	54	92	\$322,000	\$284,000	17	151	75	90	\$286,500	\$285,000		
92010	Carlsbad	6	64	56	115	\$281,000	\$295,000	8	47	67	69	\$279,500	\$295,000		
92011	Carlsbad	14	66	43	64	\$418,500	\$391,250	8	53	102	83	\$395,000	\$385,000		
92014	Del Mar	5	38	24	88	\$890,000	\$599,000	3	39	79	108	\$800,000	\$540,000		
92019	El Cajon	9	89	82	89	\$192,000	\$170,000	12	89	132	90	\$176,250	\$171,500		
92020	El Cajon	8	84	131	111	\$117,500	\$111,000	12	109	60	81	\$106,000	\$105,000		
92021	El Cajon	8	85	80	84	\$108,600	\$110,000	8	107	50	85	\$88,250	\$107,500		
92024	Encinitas	20	136	91	102	\$377,500	\$341,000	18	118	99	76	\$492,500	\$380,000		
92025	Escondido	5	45	45	80	\$120,000	\$125,000	5	63	58	112	\$125,000	\$129,900		
92026	Escondido	11	69	43	119	\$117,000	\$155,000	5	98	57	93	\$115,000	\$121,000		
92027	Escondido	7	50	34	76	\$85,000	\$108,800	8	64	101	74	\$89,500	\$97,375		
92028	Fallbrook	1	14	35	84	\$183,000	\$154,000	0	13	0	79	\$0	\$172,000		
92029	Escondido	0	4	0	104	\$0	\$199,950	0	7	0	134	\$0	\$150,000		
92036	Julian	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92037	La Jolla	36	206	86	105	\$509,500	\$475,000	24	174	96	102	\$510,000	\$466,250		
92040	Lakeside	5	47	68	83	\$83,000	\$87,000	11	56	153	106	\$110,000	\$94,450		
92054	Oceanside	19	96	85	99	\$310,000	\$293,500	9	83	91	105	\$342,000	\$299,000		
92056	Oceanside	28	218	83	75	\$251,000	\$198,500	25	180	99	83	\$187,000	\$185,250		
92057	Oceanside	26	172	110	93	\$150,625	\$145,000	17	193	51	85	\$140,000	\$145,000		
92058	Oceanside	5	54	120	110	\$169,750	\$154,700	6	82	123	101	\$140,500	\$155,000		
92059	Pala	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92060	Palomar Mountain	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92061	Pauma Valley	3	7	89	60	\$180,000	\$209,000	0	4	0	155	\$0	\$186,000		

Current Year - 2012								Previous Year - 2011							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		Mth	YTD	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth							



COMPARATIVE SALES - EXISTING HOMES - AUGUST 2012 SAN DIEGO COUNTY

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
1 Total Sales Volume August 2012	\$314,601,166	23.23%	24.00%	\$1,201,137,190	39.53%	15.84%
2 Average Sales Price August 2012	\$309,342	11.36%	7.41%	\$533,839	9.58%	6.16%
3 Median* Sales Price August 2012	\$240,000	15.38%	2.13%	\$392,250	6.30%	-0.69%
4 Sold Listings August 2012	1,017	10.66%	15.43%	2,250	27.33%	9.11%
5 Average Days on Market August 2012	85	-7.60%	-3.40%	75	-7.40%	-5.06%
6 Total Sales Volume August 2011	\$255,285,853			\$860,828,055		
7 Average Sales Price August 2011	\$277,787			\$487,169		
8 Median* Sales Price August 2011	\$208,000			\$369,000		
9 Sold Listings August 2011	919			1,767		
10 Average Days on Market August 2011	92			81		

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
11 Total Sales Volume YTD 2012	\$2,060,641,822	6.56%		\$8,077,698,774	16.32%	
12 Average Sales Price YTD 2012	\$280,169	5.66%		\$493,596	0.47%	
13 Median* Sales Price YTD 2012	\$220,000	5.76%		\$374,700	1.27%	
14 Sold Listings YTD 2012	7,355	0.85%		16,365	15.76%	
15 Average Days on Market YTD 2012	96	1.05%		84	1.20%	
16 Total Sales Volume YTD 2011	\$1,933,711,518			\$6,944,315,420		
17 Average Sales Price YTD 2011	\$265,146			\$491,250		
18 Median* Sales Price YTD 2011	\$208,000			\$370,000		
19 Sold Listings YTD 2011	7,293			14,136		
20 Average Days on Market YTD 2011	95			83		

Copyright 2011 San Diego Association of Realtors. Data for single-family attached and detached home sales through the Multiple Listing Service of Sandicor, Inc. Neither SDAR nor Sandicor guarantees or is responsible for its accuracy.

*The median home price is the price where half of the homes sold for more and half sold for less. It is a more typical price measure than average, which can be skewed high by a relative handful of million-dollar plus transactions.

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Maura Beland, CSEO*/Manager
Laurie Wentzel, Escrow Officer
April Johnson, CSEO*
Audrey Bankhead, Escrow Officer
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Susan Moser, Escrow Officer
Cindy Gunter, Escrow Officer
Kim Dellsite, Escrow Officer
Tina White, Escrow Officer
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GOVERNMENT AFFAIRS

DISTRESSED HOMEOWNERS AIDED AT HOUSING COLLABORATIVE 100TH CLINIC



The Housing Opportunities Committee of SDAR sponsored a distressed homeowners counseling clinic with the Housing Opportunities Collaborative to help people faced with the possibility of losing their home find a positive resolution.

SDAR President Donna Sanfilippo, Collaborative President Vino Pajanor, and San Diego Council President Tony Young welcomed the attendees to the New Creation Church for the 100th clinic. Council President Young also awarded SDAR and the Collaborative proclamations for their work to preserve homeownership and recognize that over 6,000 families had been assisted throughout the 100 clinics.

"Families today have more challenges in buying or keeping a home than have been experienced in generations," City Council President Tony Young said. "It is important to offer programs like this to assist low- and moderate-income families in hard-hit communities who are struggling to meet their housing needs."

"The housing clinic was a huge success," said Donna Sanfilippo, President of SDAR. "We helped more than 30 families. These are challenging economic times for many homeowners, which is why SDAR hosted the clinic and participates in similar clinics across the county just about every weekend."

To volunteer with the HOC and counsel distressed homeowners at future Collaborative clinics, e-mail govaffairs@sdar.com.

SEN. ANDERSON, HOC HOST SUCCESSFUL FIRST-TIME HOME BUYER WORKSHOP



SDAR's Housing Opportunity Committee (HOC) recently partnered with Sen. Joel Anderson to host a First-Time Home Buyer Workshop at the SDAR East County Service Center in El Cajon.

SDAR Vice President Leslie Kilpatrick kicked off Saturday morning workshop discussing the importance of working with a REALTOR®. The packed room was filled with over 90 residents for the two-and-a-half-hour workshop, which offered experts to answer questions about purchasing a home. "The San Diego Association of REALTORS® workshop gave these first-time home buyers the critical information they need for what may be the biggest investment of their lives," said Sen. Anderson.

Topics ranged from how to choose a realtor to discussing special loan products and grants for first-time home buyers. The event breakfast was sponsored by 5th Avenue Insurance agent Norma Mouet. To attend the next first-time homebuyer workshop with your clients, e-mail govaffairs@sdar.com.

San Diego Association of REALTORS® presents the



Get ready for the Holiday House, the San Diego real estate community's effort to help local children, military, homeless, & senior citizens.

Mark your calendars, December 6, 2012.

SDAR members will be collecting a variety of goods that will be donated to charities benefiting San Diego's community.

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COUNTY TREASURER GIVES ENCOURAGING WORDS TO REALTORS®



At a recent gathering before a group of real estate professionals at SDAR, Dan McAllister, the county treasurer-tax collector, found some silver linings in the languishing housing market. McAllister said that low housing inventory is pushing up prices in many local communities and resulting in multiple offers. He urged sellers to be realistic in their sales prices because those are the ones that will see the competition.

SDAR AWARDS OF EXCELLENCE

Nominations are now being accepted for SDAR's annual Awards of Excellence. These awards acknowledge outstanding service to the Association, its members, the community, and the real estate industry as a whole. They reflect the ethics, integrity, and professional standards of the individuals.

How do you nominate a member? Visit www.SDAR.com/Awards. You can also call SDAR at (858) 715-8000 to ask about the program.

Nominations must be received by Friday, October 22, 2012. Finalists will be announced in December, with winners recognized at SDAR's annual Installation Dinner on January 12, 2013.

Note: Not eligible are 2012 Officers, members of the Awards Selection Committee, subcommittee, and category winners within the past three years. Broker nominees must be active real estate brokers who supervise one or more agents. If not supervising agents, brokers will qualify for the REALTOR® category.

The categories are:

- Broker of the Year
- REALTOR® of the Year
- Office Manager of the Year
- Affiliate of the Year

Who can submit nominations? Any SDAR member in good standing, including brokers, agents, managers, and affiliates. (Self-nominations will be accepted.)



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Jim Cate
Senior Loan Consultant

Kent Palmer
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Dalila Flores
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Jeremy Patterson
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Terry Fry
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Gary Jackson
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SDAR Education Schedule

LEGEND: KEARNY MESA SOUTH COUNTY EAST COUNTY DEL MAR CORONADO

Classes subject to change or cancellation.

Check www.sdar.com for current information.

R-Plus = REALTOR® Plus+ price

RMS = Risk Management Specialist price

SEP	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
20 & 21	Distressed Properties Professional (DPP designation)	SEPT. 20: 9:00 am-4:00 pm SEPT. 21: 9:00 am-12:00 pm	\$254.15	\$299	\$299	\$325	12 CP	Chris Wigley
20	Tempo/Fusion Tips & Updates	9:30 am – 11:30 am	Free	Free	Free	Free	NA	Sandicor Trainer
24	Google™ App Training	9:00 am – 12:00 pm	Free	\$10	\$10	\$20	NA	Steve Pringle
25	Technology Today	8:00 am – 5:00 pm	\$67.15	\$79	\$79	\$109	NA	Craig Grant
26	Mortgage Loan Originators	8:30 am – 4:30 pm	\$159	\$159	\$159	\$169	NA	Duane Gomer
27	Make Smarter Real Estate Decisions (Day 2)	9:00 am – 12:00 pm	\$21.25	\$25	\$25	\$35	NA	Leonard P. Baron
27	REALTORS® Property Resource	9:00 am – 11:00 am	Free	\$10	\$10	\$20	NA	Kevin Burke, JD
27	zipForm® 6 Hands-On Lab	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kimber Backlund
27	Escrow Coordination Secrets for the RE Professional	9:00 am – 1:00 pm	\$63.75	\$75	\$75	\$99	4CS	Diana Turnbloom
OCT	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
1	Make Smarter Real Estate Decisions (Day 3)	1:30 pm – 4:30 pm	\$21.25	\$25	\$25	\$35	NA	Leonard P. Baron
2	Free MLS Tempo Training	9:15 am – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
2	Google™ App Training	12:00 pm – 3:00 pm	Free	\$10	\$10	\$20	NA	Randy Jones
3	Agent Boot Camp	9:00 am – 3:30 pm	Free	Free	\$15	\$50	NA	Patrick Alexander
3 & 5	Seller Representative Specialist (SRS Designation)	9:00 am – 4:00 pm	\$254.15	\$299	\$299	\$349	12 CP	John Altman
9	Free MLS Fusion Training	9:15 am – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
10	Google™ App Training	12:00 pm – 3:00 pm	Free	\$10	\$10	\$20	NA	Kevin Burke, JD
11	Short Sales & Foreclosures (SFR Designation)	8:30 am – 5:00 pm	\$84.15	\$99	\$99	\$149	8 CP	Ginni Field
11	NAR Ethics: Your Four-Year Requirement	9:00 am – 1:00 pm	Free	\$20	\$20	\$35	4 ET	Michael Spilger, Esq.
11	zipForm® 6 Hands-On Lab	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kimber Backlund
18	Tempo/Fusion Tips & Updates	4:00 pm – 6:00 pm	Free	Free	Free	Free	NA	Sandicor Trainer
19	Contract Essentials	8:00 am – 5:00 pm	\$75.65	\$69	\$89	\$105	8 CP	Ed Estes, Esq.

For easy registration and more information, visit www.sdar.com or call (858) 715-8040



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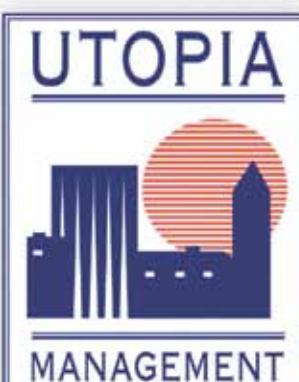
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OCTOBER 2012 CALENDAR OF EVENTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	COMMITTEE MEETINGS
	New Member Orientation 8:30 am–3:00 pm (Kearny Mesa) Make Smarter Real Estate Decisions (Day 3) 1:30 pm–4:30 pm (Kearny Mesa)	1 Real Estate Exchangers 8:30 am–11:00 am (Kearny Mesa) Free MLS Tempo Training 9:15 am–4:30 pm (Kearny Mesa) Google App Training 12:00 pm–3:00 pm (Kearny Mesa)	2 Seller Representative Specialist (Day 1) 9:00 am – 4:00 pm (Kearny Mesa) Agent Boot Camp 9:00 am – 3:30 pm (Kearny Mesa) East & South County Pitch/Caravan 9:00 am–12:00 pm		4 Seller Representative Specialist (Day 2) 9:00 am – 4:00 pm (Kearny Mesa)	5	
6							
7	Coronado Pet Parade & Chili Cook-Off 11:30 am – 3:00 pm (Coronado Promenade Park)	8 Real Estate Exchangers 8:30 am–11:00 am (Kearny Mesa) Free MLS Fusion Training 9:15 am–4:30 pm (Kearny Mesa)	9 Google App Training 9:00 am–12:00 pm (East County) East & South County Pitch/Caravan 9:00 am–12:00 pm Commercial Alliance Oktoberfest 4:30 pm–7:30 pm (Sunroad Corporate Centre)	10 Short Sales & Foreclosures 8:30 am–5:00 pm (Del Mar) NAR Ethics Training 9:00 am–1:00 pm zipForm® Hands-On Lab 9:30 am–12:30 pm (Coronado)	11	12 One-Day Prep Course 8:30 am–5:00 pm (Kearny Mesa)	13
14	15	16 Real Estate Exchangers 8:30 am–11:00 am (Kearny Mesa) Google App Lab/Workshop 9:00 am–12:00 pm (Kearny Mesa)	17 East & South County Pitch/Caravan 9:00 am–12:00 pm Broker Circle 10:00 am–11:30 am (South County)	18 Tempo/Fusion Tips & Updates 4:00 pm–6:00 pm (Del Mar)	19 Contract Essentials 8:00 pm–5:00 pm (Kearny Mesa)	20 Google App Training 9:30 am–12:30 pm (Kearny Mesa)	
21	22	23 Conquering Contracts (Day 1) 8:30 am–3:30 pm (Kearny Mesa) Real Estate Exchangers 8:30 am–11:00 am (Kearny Mesa)	24 Conquering Contracts (Day 2) 8:30 am–5:00 pm (Kearny Mesa) East & South County Pitch/Caravan 9:00 am–12:00 pm	25 Accredited Buyer Representative (Day 1) 9:00 am – 4:00 pm (Del Mar) zipForm® Hands-On Lab 9:00 am–12:00 pm (Kearny Mesa)	26 Accredited Buyer Representative (Day 2) 9:00 am – 4:00 pm (Del Mar)	27	
28	29 Young Professionals Event (at SDG&E Energy Innovation Center)	30 Real Estate Exchangers 8:30 am–11:00 am (Kearny Mesa)	31 East & South County Pitch/Caravan 9:00 am–12:00 pm				

All classes/events subject to change or cancellation.



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